

Research on the Cultural inheritance path of Ethnic Minorities in Guangxi from the perspective of Media

-- A case study of Mulam Ethnic Group in Luocheng, Guangxi

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Abstract

Since the founding of the People's Republic of China, the CPC and the government have attached great importance to the inheritance and development of ethnic minority cultures. On August 28, 2020, At the Seventh Central Committee Symposium on Work in Tibet, Xi Jinping pointed out the need to promote the inheritance, protection, innovation and integration of ethnic cultures. In this new era of open inclusive, flowers, inheritance and innovation of national culture in the reality and the traditional dual pressures facing severe challenges, and mulam serves as one of China's population is less, live range smaller nation, its unique culture cannot get the inheritance and development of good, therefore with innovation Angle of vision and summarizes its in horizon, melting, Characteristics and problems in the process of cultural inheritance, protection and development. In this paper, the path for the protection, inheritance and innovative development of ethnic minority culture in Guangxi under the background of integration of media provides feasible suggestions for the inheritance, protection and development of ethnic minority culture in Guangxi, and promotes the dissemination, inheritance and development of ethnic minority culture.

Keywords

Mulam ethnic group; Financial media; Cultural heritage of ethnic minorities.

1. Introduction

Under the influence of globalization, scientific and technological means are constantly updated, and communication methods are constantly developing. The era of integrated media has been born, and the use of integrated media means to spread information has become a common and necessary measure, thus opening up a new situation of coexistence of diverse cultures. However, the sense of identity and innovation of ethnic minority culture is still largely at the level of underdeveloped data in the past, facing the trend of utilitarianism, entertainment, homogeneity and formalization to a certain extent, which will greatly affect the inheritance and development of ethnic culture. As a characteristic symbol and spiritual home of a nation, it is still a long way to go to deal with the impact of new media technology on cultural communication and the conflict of multicultural values, balance the relationship between inheritance and development, and improve the sense of identity and belonging of ethnic minority people in Guangxi to their ethnic culture.

2. Analysis of the Present Situation of Inheritance, Protection and Development of Mulao Ethnic Culture

90% of mulam ethnic people live in Luocheng County of Guangxi. As a poverty county, Luocheng city of Guangxi is of great population mobility and lack of high-level talent resources. This is one of the reasons of the blockage of the cultural inheritance and development of the Mulam ethnic minority. Because the masses did not give full play to their strength in inheriting national culture, their creativity and consciousness were not strong enough, which led to the lack of ways and means of cultural transmission and the lack of leaders for cultural communication. Mulam hub, such as the four town, DongMen Town, gold town, etc., in the process of urbanization, the local characteristic of the building, clothing, food, medicine and customs and so on all can't see the shadow, outsiders visit there, have already can't see the ethnic characteristics, can only see the government asked residents in the highway roadside exterior besmear brushes national totem.

In accordance with the food festival is a unique mulao national holiday, locally, in accordance with the cooking master to his son only commonly or nephew, not to outsiders, like many before, there are many who are willing to learn, but now young people are attracted to foreign culture, the original people settled down to study traditional culture is less and less, in accordance with the cooking is the key to according to the food festival, The absence of inheritors is undoubtedly a fatal blow to cultural inheritance.

Mulao dragon dance is a traditional folk sport of the Mulao ethnic group praying for good weather, good grain and prosperity of people and livestock. When it comes to dancing grass dragon, we have to say that grass dragon practice, the dragon body with hemp rope to make bones, tied with high-quality straw core, there are all made of hemp rope made of grass dragon body, and then we add some details to the dragon according to their own ideas, a grass dragon is done. Although dancing grass dragon is still active in various activities, in fact, its inheritors have been lacking, many young people can not dance, let alone make a lifelike grass dragon.

The above examples are common in local areas, and the inheritance and development of national culture is already flashing red lights, not to mention the innovation of traditional culture, so that the scope and degree of its influence can be bigger and deeper.

3. An Analysis of the Difficulties in the Inheritance Path of Mulao Ethnic Traditional Culture

3.1. The Economic Level Is Not High and the Area Is Relatively Remote

Economic base determines the superstructure, and economy can also affect the cultural development of a region and a nation. The number of local ethnic culture centers in Luocheng is very small, and the rehearsal space of the art troupe is very simple and narrow. Many young and old people do not have the space and equipment to sing folk songs and dance nuo. Insufficient supply of public goods and backward cultural infrastructure will directly lead to whether cultural inheritance and development tend to be in a better and deeper direction.

3.2. Impact of Other Ethnic Cultures on Mulam Ethnic Culture

Backward cultures may disappear. In the era of big data, there are countless ways for people to obtain information and culture, and the cultural information they can obtain is even more numerous. How to stand out in the forest of culture has become a development problem for each culture. Under the impact of social mainstream culture, if the cultural consciousness and cultural subject of ethnic minorities are not distinct, lack of strong national subject consciousness and relative independence, and lack of innovation in the development of a national culture, they will be submerged in the flood of culture. There are many ethnic

minorities in Luocheng, such as Mulao, Zhuang and Miao, and the cultural relationship is complicated.

3.3. The Level of Education Is Not High and the Degree and Scope Are Not Enough

Someone can teach, someone can pass. The inheritance and development of culture cannot be separated from the propaganda of national culture and the interrelation among family, school and society. The local family education does not pay attention to the popularization of ethnic culture, the government's cultural construction is not in place, the school education system does not integrate ethnic culture into the teaching plan, resulting in the lack of ethnic characteristics of the curriculum, cultural penetration is not in place, culture is not confident. There are some problems in the construction of the teaching team of ethnic culture major. It is necessary to strengthen the training of talents, attract high-quality young people to learn traditional culture, extract cultural connotation from it, innovate cultural noumenon and enrich cultural teaching materials.

4. Analysis of Pain Points of Cultural Inheritance, Development and Innovation of Ethnic Minorities in Guangxi from the Perspective of Media

With the advent of media era, the communication of minority culture is both an opportunity and a challenge. They can use the Internet and other means to expand the dissemination of culture, so that more people know about their national cultural heritage, and really go out to thousands of families. However, the inheritance and development of ethnic minority culture in Guangxi is in conflict with the communication concept of new media. The former pays more attention to the inheritance and communication mode of oral transmission and word-of-mouth teaching, while the latter has wider channels and scope and is not restricted by space, with a significant increase in the audience group. Cultural integration is a trend, but all ethnic groups also need to establish a high level of national confidence, protect their own excellent culture, and master the relationship between integration and inheritance in this rich era.

4.1. Cultural Integration and Culture Shock from the Perspective of Media

In the trend of cultural integration, how to resist the cultural shock, the most important thing is to start the characteristic brand of minority culture, which is one of the urgent problems to be solved at present. Building a culture with distinctive styles can enhance cultural influence, attraction and radiation, enhance cultural confidence, and make culture go out and become stronger, which is exactly what most ethnic minority cultures lack. In 2014, "March 3rd of The Zhuang Nationality" was successfully listed as a national intangible Cultural Heritage, and in the same year, it was also designated as a legal holiday in Guangxi. In addition, "Liu Sanjie" and "Eternal Love of Guilin" have gradually become active in various media communication software and platforms, and become a name card of Guangxi. Therefore, under the trend of cultural integration, it is worth thinking about how to dissolve the fierce impact of strong culture in the new era. In the path of media communication, it is worth paying attention to how to avoid the neglect of traditional culture.

4.2. Pan-entertainment, Utilitarianism and Homogenization Are Becoming Increasingly Fierce

Guangxi is located in the south of China, bounded by Guangdong in the east, Beibu Gulf in the south and Hainan across the sea, adjacent to Yunnan in the west, Hunan in the northeast, Guizhou in the northwest and Vietnam in the southwest. The economic development of this region largely depends on the help of ethnic tourism. However, in this era of rapid development,

economic development has become a key issue, but the culture of excessive entertainment, excessive consumption, can not cultivate new content, protect the original spiritual connotation, resulting in the cultural core empty, and even alienation and distortion of national culture in order to attract eyeballs. Moreover, in the crevices of multi-cultures, national cultures collide fiercely, and the cultures tend to be homogenized and integrated day by day. There are too many cultural fragments, so that the majority of the audience can not deeply understand the cultural connotation, easy to misunderstand, there is a phenomenon of naming and applying names, or generalize. It is a problem that needs to be paid attention to and urgently solved in the era of integrated media to reduce quoting out of context and dig deep into cultural connotation.

4.3. The Government and Local People Have Insufficient Awareness of Protection and Inheritance

Government protection measures are not in place, insufficient investment in cultural cultivation and protection, and inadequate facilities. The cultivation of cultural heirs requires certain funds and encouragement. If the funds are not in place, the initiative will be affected first, and the innovation and development of culture will be adversely affected second. Local residents do not pay enough attention to cultural cultivation and inheritance, resulting in the loss of a large number of young people, and the cultivation of inheritors is not in place, resulting in the smooth inheritance of culture. How to talk about innovation? Lack of cultural confidence, and how to stand out in the world culture forest? The age gap is one of the keys to the cultural inheritance and development of ethnic minorities.

5. The Development Path of Guangxi Minority Culture from the Perspective of Media

5.1. Cultivate Characteristic Brands and Enhance the Consciousness of National Culture Innovation

National culture without innovation has no future. Innovation is the vitality expression of minority culture and the development direction of advanced culture, and represents the new requirements of cultural development in the new era from the perspective of cultural integration and media. To build distinctive brands, improve cultural confidence, promote and strengthen cultural brands, and expand publicity so that more people are willing to learn about and like to learn about ethnic minority culture, which is also to make up for the age gap and provide talents and enthusiasm for cultural inheritance.

5.2. Build A Modern Public Cultural Service System

In view of different regions, different nationalities and different situations, we should understand and innovate ways of cultural inheritance and development in various aspects. We should allocate public cultural resources in a rational way, bring them to the places where they are really needed, make up for shortcomings, and save ethnic groups whose cultures are in danger. As a region dependent on ethnic cultural tourism industry, Guangxi must attach importance to the construction of public cultural facilities, increase investment, implement policy protection, guarantee the freedom of cultural development, and create a better cultural image.

5.3. Give Full Play to the Role of Government and Highlight the Power Of Example

As a barometer, the government should do a good job in planning, effectively protect local minority cultures, and use the power of law to designate laws and regulations to promote the management of minority cultures. Increase the investment of funds, the use of sufficient funds

for the propaganda and innovation of national culture to provide a guarantee. Attaching importance to the construction of talent team, training and introducing professional scholars and technicians to provide technical and theoretical support for the inheritance, dissemination and innovation of national culture. We should support the construction of ethnic minority villages with cultural characteristics, develop cultural industries in ethnic minority areas, and make ethnic culture an important driving force for regional economic development.

5.4. Enrich the Means of Communication and Conform to the Tide of the Times

At present, minority cultural propaganda and promotion need clever by means of integrating the use of media platforms and promotion, the short video, trill and public modal channels and high-tech means such as AR, VR combination way of publicity, broaden the absorption culture age class, lead to spread the enthusiasm of the innovation of national culture, train successors for cultural heritage. It can also be jointly promoted with local TV stations or some platforms on the Internet, so that the traditional culture of ethnic minorities can "go out and have a future", enrich the cultural deposits and innovate the development of culture.

6. Conclusion

To sum up, the development of Guangxi ethnic minority culture and heritage is always need to think about problems, with The Times are different, the means of transmission is also changing, how out of the dilemma of cultural heritage, we need to pay a hard, on the basis of based on local, fully grasp the bellwether of The Times, using a variety of pattern, the depth resolution, Inspire cultural connotation and audience enthusiasm, combine "enriching, educating and integrating" with the culture of ethnic minorities, stick to the right direction, find the right focal point, dig deeply into the spirit of The Times, and constantly give new vitality and charm to the culture of ethnic minorities in Guangxi.

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